

Case study: Taster days

Client: National College of Advanced Transport and Infrastructure

The Challenge

The National College for Advanced Transport and Infrastructure (NCATI) is a new type of 18+ college that has opened in Birmingham and Doncaster. NCATI is dedicated to inspiring and creating a new generation of workers to join the fast-growing rail, transport, and infrastructure industry where specialist skills in areas like civil engineering, systems engineering, and digital design are in high demand. These skills are needed to deliver major infrastructure projects such as High Speed 2 (HS2), highways improvements, airport expansions, and upgrades to the existing railway.

As a new college, attraction of learners to their courses was paramount and they were looking for a partner to carry out a range of attraction activities on their behalf.

Our Solution

Learn by Design developed a range of interactive workshop sessions and a tour of facilities aimed at bringing the NCATI experience directly to school pupils from year 10 to year 13.

Taster events and Outreach Offer:

We ran 16 rail taster events across the Doncaster and Birmingham campuses between January 2019 and March 2020, attracting 540 prospective learners.

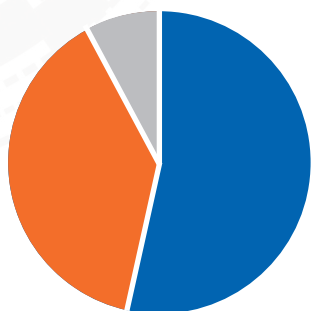
A typical taster day timetable for up to 120 learners:

	9:45 - 10:05	10:15 - 10:20	10:20 - 11:10	11:10 - 11:15	11:15 - 12:05	12:05 - 12:10	12:10 - 12:30	12:30 - 13:00	13:05 - 13:50	13:50 - 13:55	13:55 - 14:10	14:10 - 14:20	14:20 - 14:30	14:30
Group 1	Arrival, registration and seated	Transition	Tour	Transition	Employability Skills (robots)	Transition	Course Overview	Lunch	Quizdom	Transition	How to apply and Q&A session	Talk by current student	Summary, closing and literature hand-outs	Departure
Group 2			Quizdom		Tour				Employability Skills (robots)					
Group 3			Employability Skills (robots)		Quizdom				Tour					

We also represented NCATI at 30 careers events with interactions with over 4,000 young people across the same period.

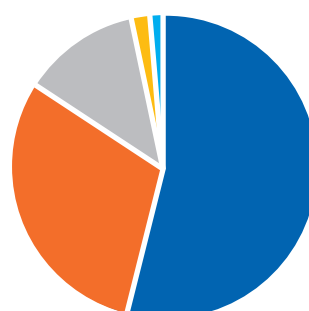
TASTER DAY PARTICIPANT FEEDBACK

Variety of tasks, tours, workshops



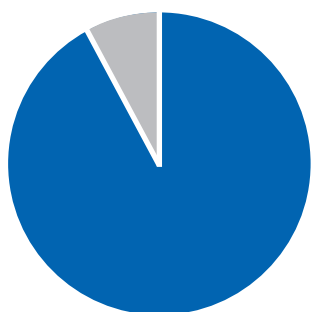
■ Very Good ■ Good ■ Okay ■ Not very good ■ Poor

Organisation of the day



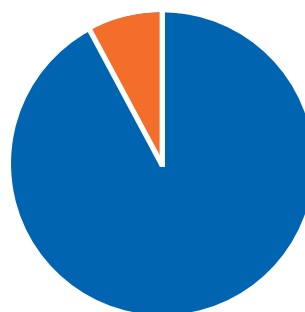
■ Very Good ■ Good ■ Okay ■ Not very good ■ Poor

Most enjoyable part of the day



■ Activities ■ Talking about course ■ Tour

Were the people who ran the taster day
Knowledgeable and enthusiastic



■ Yes ■ Maybe ■ No

Client Feedback

"The Learn by Design team worked collaboratively with us to design and market the taster events for NCATI. Their team carried out the days with great enthusiasm and provided a really engaging experience for those in attendance. They were resourceful in adapting delivery to meet the needs of a diverse range of groups who attended. They represented the college with great professionalism."

Susanne Davies

Head of Communications and Marketing

National College for Advanced Transport and Infrastructure

How does Destination Rail hit the Gatsby Benchmarks?

7. Encounters with further and higher education